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1. (currently amended) An interactive television, comprising:  
a television tuner;  
a display communicating with the tuner for displaying broadcast television signals;  
at least one virtual channel memory communicating with the display, the virtual channel memory storing Web pages associated with virtual channel numbers, the virtual channel numbers being selectable for presentation on the display, the Web pages being periodically received in the virtual channel memory; and

at least one user data input memory, the user data input memory storing at least some user demographic information input by the user, the user demographic information being at least partially used to establish the what Web page is stored in the virtual channel memory.

2. (currently amended) An interactive television, comprising:  
a video display;  
a television tuner electrically associated with the display; and  
at least one virtual channel memory associated with the display, the memory storing Web pages associated with virtual channel numbers, the virtual channel numbers being selectable for displaying the virtual channels on the video display, the Web pages being periodically received in the virtual channel memory, at least one virtual channel being established at least in part on user responses to prompts querying personal user demographics and viewer preferences.

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3. (original) The interactive television of Claim 2, further comprising:

at least one user data input memory, the user data input memory storing at least some user demographic information, the user demographic information being at least partially used to establish the Web page stored in the virtual channel memory.

4. (original) The interactive television of Claim 3, wherein the user data input memory further includes at least some user preferences, the user input preferences being at least partially used to establish the Web page stored in the virtual channel memory.

5. (currently amended) An interactive television system, comprising:

at least one Web server;

at least one television signal source; and

at least one interactive television, the interactive television receiving information from the Web server and the television signal source, the interactive television including at least one virtual channel memory, the virtual channel memory including at least one computer page having an associated virtual channel, the virtual channel being selectable to display the computer page using the interactive television, at least one virtual channel being established at least in part based on user responses to queries for personal demographic data.

6. (original) The interactive television system of Claim 5, wherein the interactive television further comprises:

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at least one user data input memory, the user data input memory including at least some user demographic information, the user demographic information being at least partially used to establish the page stored in the virtual channel memory.

7. (original) The interactive television system of Claim 5, wherein the user data input memory further includes at least some user preferences, the user input preferences being at least partially used to establish the page stored in the virtual channel memory.

8. (original) The interactive television system of Claim 5, wherein the computer page is a Web page.

9-13 (canceled).

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